

Fig.1a: Conventional Market with Uniform Retail Prices

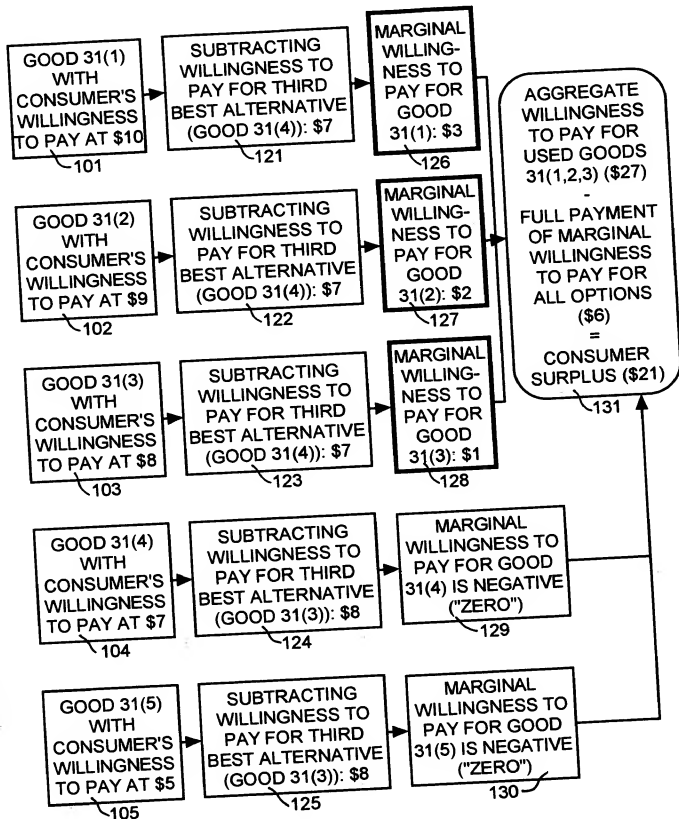


Fig.1b: Option Pricing

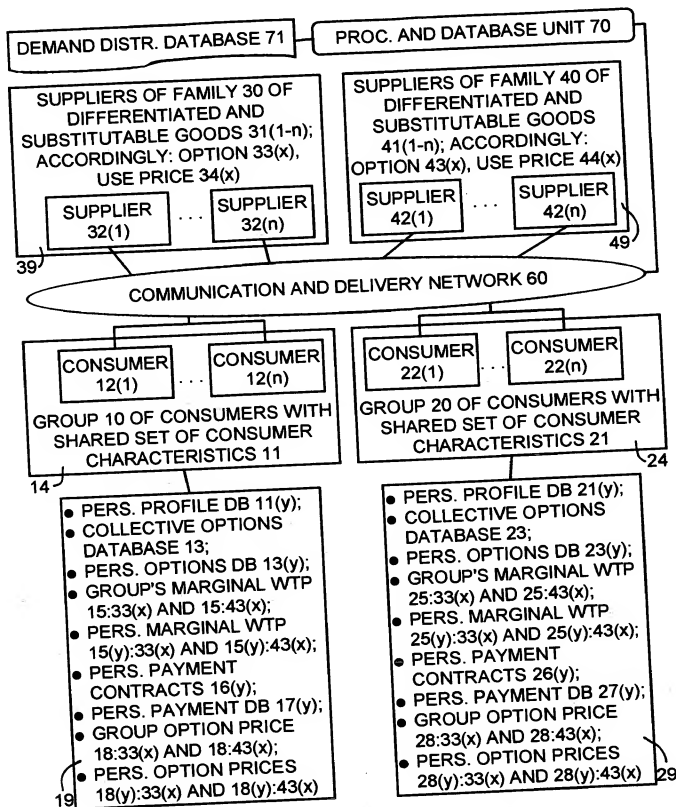


Fig.2: Overall Environment 80

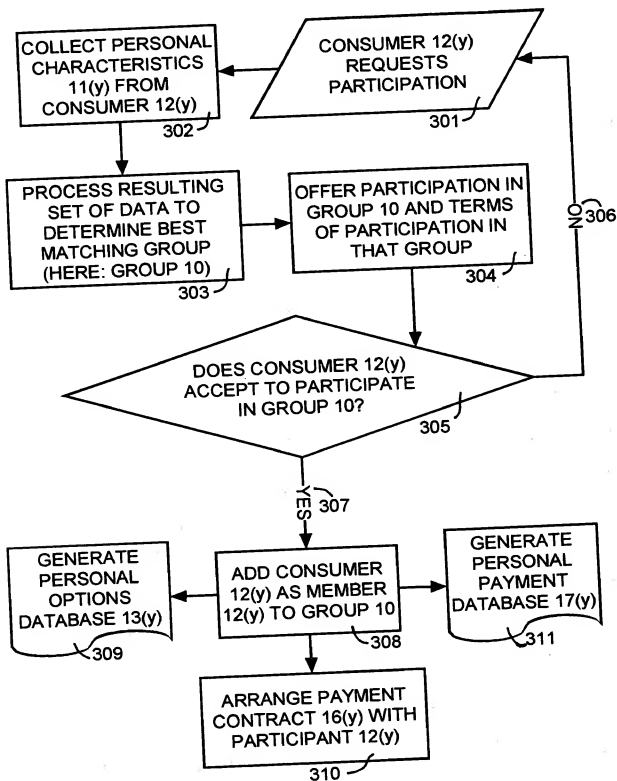


Fig.3: Group Forming

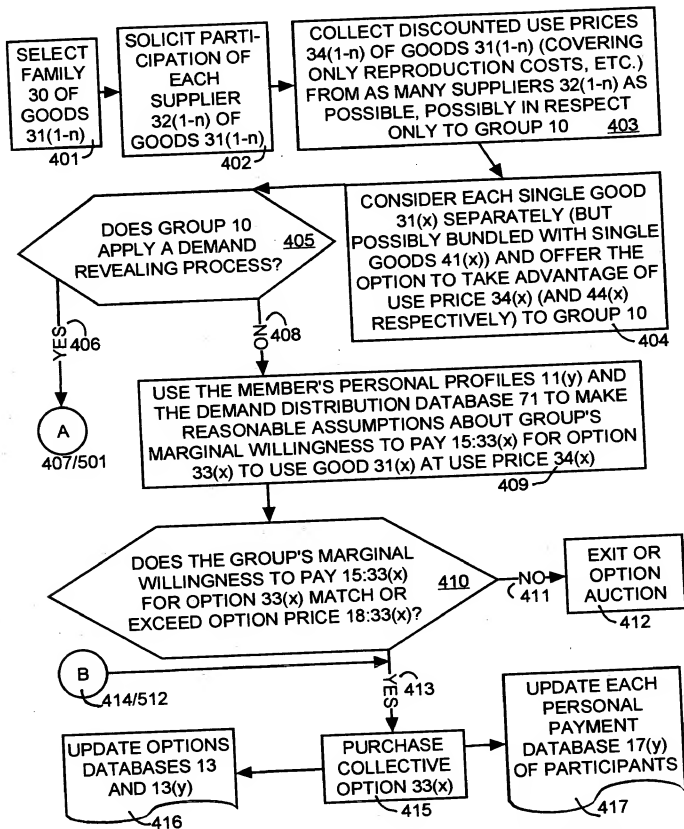


Fig.4: Collective Purchase of Options

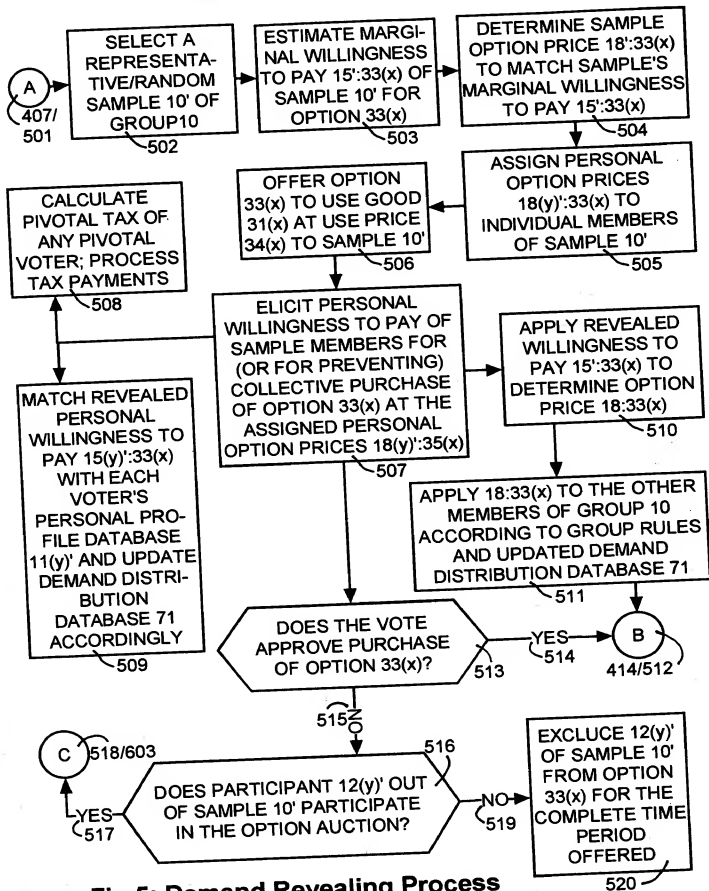


Fig.5: Demand Revealing Process

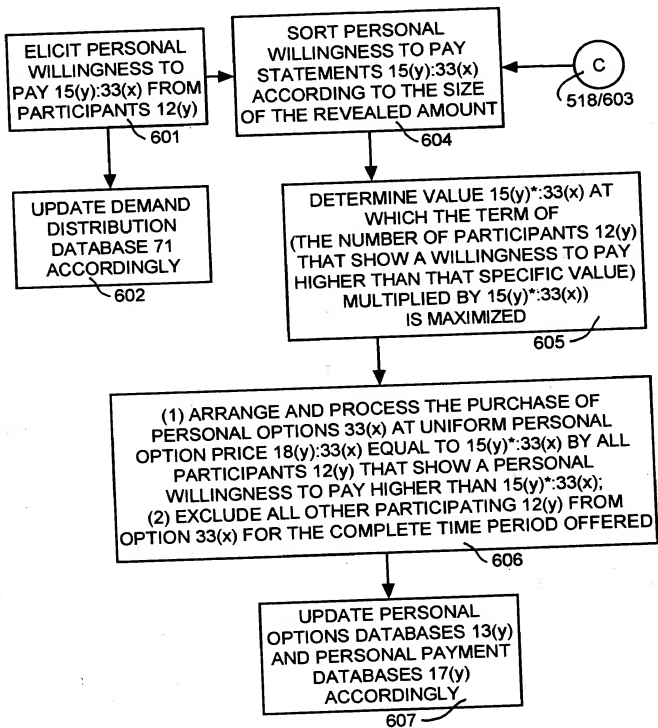


Fig.6: Option Auction

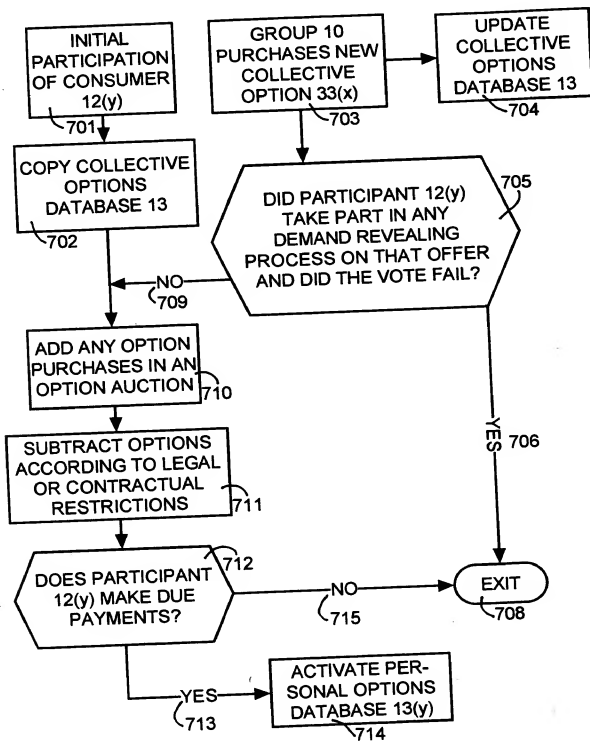


Fig.7: Generation and Maintenance of Personal Options Database

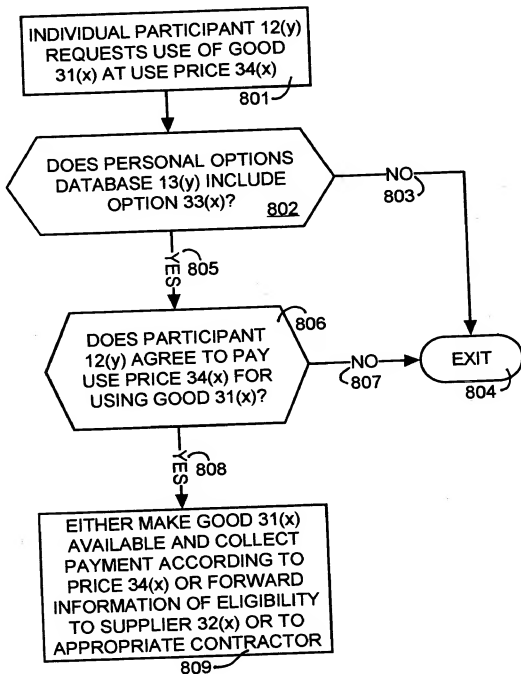


Fig.8: Utilization of an Option to Use a Good at its Use Price